

TIME-TESTED MERCHANTS ARE STILL SERVING

They Have Kept Faith and Pace With City and Its Residents Since Early Days of Community

"I Remember When—

We had no street car stops on Cabrillo avenue and we had to get off at Carson and Normandie and walk home through the Shoestring Strip, while the hoot owls screeched at us from the tree tops. That was back in 1912."

A. H. BARTLETT.

Torrance General Insurance Agency

Chamber Has Been Vital City Factor

(Continued From Page 1-B)

president, Bartlett and Smith were returned to office. The following June the chamber recommended to Jared Sidney Torrance, father of the city, that the community incorporate. This met with Mr. Torrance's approval and also that of the citizens. Andem was re-elected in January, 1921; Perry G. Biney, city attorney, made vice president; Alfred Gourdiere, recording secretary, and Bartlett started on his third term as financial secretary.

Five Presidents in Year
Andem resigned in March, 1921, and J. Isenstein, the city's first merchant, was appointed in his place, but Isenstein resigned a few weeks later because of the pressure of his business and C. A. Paxman, hardware dealer, was chosen to fill out the term. In August of that same year, Paxman resigned and A. W. Malone was appointed. He served a few months and then the fifth president in the space of eight months was appointed. He was Alfred Gourdiere, present postmaster.

Gourdiere was in office until the election of Carl Hyde in January, 1923. Hyde was re-elected in 1924 but resigned October 21 of that year when he was made executive secretary—a position he has filled with honor and distinction to Torrance ever since.

Dr. J. S. Lancaster was the eleventh president of the chamber. He took Hyde's place and served until March 10, 1925, when George Proctor was elected executive secretary. Proctor served four years as president, his term in 1928 being ended with his death.

Page Takes Office
Harry H. Dolley, pioneer druggist and city treasurer, was honored with the appointment on September 23, 1928, and served until the election of the present chamber president, W. Rufus Page. Today Page is assisted by Dolley, first vice president; Sam Levy, second vice president; James W. Leech, treasurer, and in addition to these men, has directors, Dr. Lancaster, Earl Conner, De Kalb Spurlin, Frank Steinhilber and Wallace Post.

Countless general, directors' and committee meetings have gone into the records of the chamber and have produced civic enterprises which have enormously contributed to the welfare of Torrance. In August, 1928, the chamber was greatly assisted in its work when the people voted to create a 10-cent promotional and advertising tax fund for the betterment of the city.

Important Activities
When asked this week to state the six most important activities of the Chamber of Commerce, Carl Hyde said:

"The merely list six major objectives that the chamber has attained would be to leave out many of the accomplishments which the chamber has to its credit, but if the six most important enterprises are to be reported here I would say that the following are, in my estimation, noteworthy achievements:

"First, the acquisition of vast territories, which were annexed to the city at various times, thus multiplying the original area nearly six times and making possible very economic administration of the city.

"Second, the expansion of the school system here. This may be considered as the result of the chamber's aggressive policy carried out by several administrations. The latest result of this activity is the recent commitment by the Board of Education that Torrance would get a new building to replace the old structures at Fern avenue.

Chamber is Objective
"Third, a general program of community improvement, as characterized by the acquisition of the city's ornamental street lighting.

"Fourth, a consistent and definite program of industrial expansion. This being the primary reason for the city's name of a 'Modern Industrial Community'.

"Fifth, the overwhelming ap-

proval voiced by the citizens of the city, after an educational program sponsored by the chamber, of the \$400,000 water bond issue to provide Torrance with a publicly owned and operated water system. The fact that this improvement is now tied up in court litigation does not lessen its importance to the city and of its future benefits.

"The sixth activity is now in progress—and that is the acquisition by Torrance of a city charter whereby this community is guaranteed municipal progress unhampered by general restrictions imposed by State Legislatures on cities of the sixth class. This charter movement has been an objective of the chamber for more than two years and now appears nearing achievement."

Ashley's Brush Was THE Car

Four-Lunger Sped Through City Back in 1913

D'jah ever hear of a Brush? Not a hair brush—but a Brush Four?

Probably you don't remember motordom's shining offspring named the Brush that was popular back in the first decade of this century—but Carroll Ashley, of 1631 Pacific avenue, had one in Torrance.

Ashley vies with Jacob Isenstein, former local merchant, for the honor of having the first automobile in Torrance. Back in 1913, Ashley put-puffed through the few dusty streets of this city, proudly piloting his single-seater, four-lunger, acetylene-lamped chariot.

Later, when the Brush was found to develop the awe-inspiring speed of 22 miles an hour, it was drafted to precede the Torrance fire cart to the scene of action.

First Article In City Park Series

(Continued From Page 1-A)

distinct losses — losses repairable only by more intelligent and humane city planning and building. Open Spaces Are Vital
"One of the first and most undesirable defects of modern city living and working is that much of the sunlight necessary for man's existence has been shut out. People are deprived of an abundance of the direct rays of the sun by the smoke and dust in the atmosphere, by the shadows of structures and by the fact that the major part of the work done in the modern city is conducted indoors.

"City planners are seeking to offset this by letting in more sunlight through the laying out of broad streets, the limiting of the height of buildings, the installation of devices for the burning of materials which create smoke and soot. The most basic of all planning measures, however, is THE RESERVATION OF OPEN SPACES IN SUCH NUMBERS AND WITH SUCH AREAS, that the majority of people can easily frequent them, thereby getting away from congested living and working places into spaces where the air has unrestricted movement and is reasonably clean and pure.

"The nervous system of man, with its delicate and intricate organization, requires repose, rest and relaxation. The monotony of the highly specialized processes of modern industry not only leads to extreme irritation of the nerves but thwarts every impulse to initiative, imagination and creation.

Harmful Effect on Children
"The effect on children is equally harmful. Reared in an atmosphere of noise and kaleidoscopic motion, their natural impulses to activity restricted on every hand by physical limitations, their nervous systems are under a constant strain and they grow into highly strung adults lacking in power and repose.

"Nothing is more in harmony with the previous experience of mankind than the quietness and beauty of large recreational centers. Small playgrounds, for younger children, scattered in widely separated parts of a city are equally desirable. But the large areas are fundamental as an antidote to the rush and hurry and strain of ordinary living and working conditions in modern cities.

"City dwellers need above all things to renew frequently contact with soil and growing things; to engage in activities that are different from the daily routine of living and work. Hence, the necessity for outdoor and indoor facilities and opportunities which can be provided on children's playgrounds and large city parks. These and other forms of recreation in a central space so far toward making life worthwhile under the unnatural conditions of living in modern cities and communities.

Creative Recreation
"In the building of cities man did immeasurable harm not only to the physical development of mankind but to the qualities and

WEIGHS ONLY 783 POUNDS



—United Press Photo

But the mere matter of a few hundred pounds doesn't interfere in the least with this Glendale woman's fondness for travel. Her name is Mrs. Carl Terrell, and the other day she sailed from San Francisco on her eighth trans-Pacific voyage. Mrs. Terrell, who has tried various forms of dieting, including the famous Hollywood 18-day variety, declares she has abandoned all hope of reducing her normal weight of around 783 pounds.

"Not only in industry but in the home as well have opportunities for creative expression become limited. Homes have become so transformed that most of the creative activities formerly carried on by the housewife and other members of the family are now carried for by communal agencies. Labor-saving devices, while undoubtedly desirable, are often body weakening and creative-limiting forces.

"In limiting the physical activities of children, their opportunity for creative play has also been restricted. To provide opportunity for the development, through actual expression of the creative powers of children and adults in this mechanistic age, is one of the most difficult problems in modern life, especially in urban and suburban communities. In meeting the problem leisure is the first requisite. The utilization of leisure in creative, constructive activities cannot be met through the mere presence of open spaces, except insofar as they provide opportunities for out-of-door activities for children and adults. The development of the creative faculties is largely a problem of organization on the part of park and recreation authorities, and the predominant need is leadership. Certain kinds of facilities are important, but these are merely accessory to leadership. And this need is as great in rural districts as in urban communities."

(NEXT WEEK: The second article in this series of "The Why of a Park" will deal with a park's contribution to beauty, art, music and drama.)

"I Remember When . . .

All Hank Ulbright had in the way of a printing plant was a rubber stamp and an ink pad, —and they weren't paid for."

EARL CONNER.

P. S.: I also remember when all Earl had was the "Shoe String Coffee Shop."

EARL.

EARL'S CAFE

1625 Cabrillo Ave. Phone 201

"We Remember When . . .

There were no wind-breaks in Torrance, and every afternoon the winds blew up a cloud of sand that settled an inch thick on the furniture."

MR. and MRS. OTTO MIKELSON.

You'll find real old time hospitality and good cooking at our hotel and cafes.

Roi Tan Hotel and Cafe

1211 El Prado

Ferncroft Cafe

1323 Sartori Ave.

"I Remember When—

There were only 10 houses in Torrance north and west of El Prado street, and only 5 business buildings in the whole town. That was back in 1916."

ARTHUR MULLIN.

It seems fitting at this time to acknowledge with my sincere thanks the patronage of many of my old friends in Torrance, and to assure them that I will renew my efforts on this 10th birthday of Torrance to treat them fairly and squarely.

MULLIN'S COMPLETE AUTO SERVICE

A. MULLIN, Proprietor

TIRES - GARAGE WORK - LUBRICATING GASOLINES

Border Ave. at Torrance (Redondo) Blvd. Telephone 320-J

"I Remember When . . .

I came to Torrance in 1923 from Kansas; and that two weeks after arriving in Torrance, in conjunction with the Burton Syndicate, the Torrance Investment Company bought \$250,000 worth of Torrance property in two days; and laid out the present Julian City where we did over a million dollars' worth of business the next year."

J. C. SMITH

TORRANCE INVESTMENT CO.

1501 Cabrillo at Sartori Phone 176

"We Remember When

The sand was so deep on the Torrance streets that it took us half a day to deliver a load of lumber with our old one-horse wagon from our yard to the corner of Carson and Cedar avenue. The sand was so thick that we had to shovel it off the office floor twice a day, regularly."

CHARLES JONES, Original and Present Manager.

The Original Lumber Yard in Torrance Giving Better Service Every Year

"From Tree to Consumer"

Consolidated Lumber Co.

213th and Border Ave. Phone 129 TORRANCE

The Hardware Man Says—

"I don't remember when Torrance started—and I don't care when it did.

"What I'm interested in is what we've got coming in the future. I expect to be here when the population is doubled and I expect to continue selling SHERWIN-WILLIAMS paint, licenses for fishing and furnishing the best quality of fishing tackle the market affords to Torrance residents 10 years from now."

S. S. Worrell

"The Hardware Man" Where a Dollar Goes the Farthest 1517 Cabrillo Avenue Torrance

"I Remember When . . .

YOU HAD TO USE AN OLD FASHIONED FLAT IRON TO PRESS YOUR CLOTHES IN TORRANCE.

. . . But that was 'way back in 1918 when I had the only cleaning and pressing plant in town; yet through the help of that loyal group of satisfied customers, has grown the SAM LEVY DEPARTMENT STORE of today, offering you a score or more of the nation's best nationally advertised lines of clothes and furnishings, such as: Enna Jettick and Florsheim Shoes, Kuppenheimer Clothes, Holeproof Hose, Vanta Baby Garments, and many others equally well known.

SAM LEVY

1311 - 1313 Sartori Avenue, Torrance

"Do You Remember . . .

Back in 1922, when I had the Chevrolet agency in a corner of the old Tolson barn on 213th street? All there was in the place was two cars."

JACK HANSON.

Contrast this early Chevrolet agency with the modern structure that now houses the Chevrolet headquarters in this district, with complete line of parts, accessories, and a corps of expert mechanics, especially skilled in Chevrolet service.

Satisfied customers have been responsible for much of our success.

Torrance Motor Co.

Marcelina at Cravens Torrance Phone 127